MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK 3154 – SEMINAR IN WEB MARKETING

(All sections / Groups)

30 MAY 2019
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages (*including* the cover page).
2. Answer **ALL** questions.
3. All the questions carry equal marks (total 100 marks).
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Each question carries equal marks. (Total 100 marks)

Question 1

Explain with appropriate examples the **FOUR (4)** perspectives of the Balanced Scorecard.
(25 marks)

Question 2

Describe the **FOUR (4)** types of analysis of data from a data warehouse that e-marketers use to create value for their customers.

(25 marks)

Question 4

There are several attributes of the internet that may allow for cost savings online. Define **FIVE (5)** of them with appropriate examples.

(25 marks)

Question 5

Explain what is meant by CRM-SCM Integration. What are the advantages of this integration for internet companies?

(25 marks)

End of Page.